REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the present amendment and following discussion, is respectfully requested.

Initially, Applicants once again note that a form PTO-1449 corresponding to an Information Disclosure Statement (IDS) filed February 8, 2005 was included with the Office Action of October 30, 2006 and that this form appears to have inadvertently omitted the initialing of reference AA which corresponds to U.S. Patent No. 5,555,476. Applicants respectfully again request confirmation of consideration of reference AA cited on the noted IDS be provided by returning a new initialed form PTO-1449 indicating consideration thereof.

Applicants also note that the Office Action Summary has box 10 checked to indicate an objection to the drawings filed February 8, 2005, but no explanation is presented in the body of the Action. Furthermore, replacement sheets were filed January 30, 2007. This "objection" is believed to be an error. Accordingly, withdrawal of the objection is respectfully requested.

Claim 5 is pending in the present application. Claims 1-4 and 6 have been previously canceled without prejudice or disclaimer. Claim 5 is amended to remove any possible misinterpretation of the previously recited "longitudinal direction of the lenticular lens on the lenticular lens substrate." Support for the amendment is found in the originally filed specification at least in the Figures 1, 2B, 4 and 6. Thus, no new matter issue has been raised.

In the outstanding Office Action, Claim 5 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Matsuda et al. (U.S. Patent No. 5,361,163, hereafter "Matsuda").

Amended Claim 5 requires that the lenticular lenses are "disposed on a first surface of a translucent substrate so that each lenticular lens has a longest dimension in a lenticular lens longitudinal direction." The "y" direction illustrated in FIG. 27 of Matsuda is the direction

along which the longest dimension of its lenticular lens extends. See the description in Matsuda that makes it clear that those skilled in the art consider the "longitudinally" extending direction of a lenticular lens to be the "y" direction of FIG. 27 as noted at col. 34, lines 24-27.

Furthermore, when considering the Matsuda teachings of FIG. 27, 29, and FIGS. 30(A) and 30(B) together as integrated showings of the above-noted second embodiment being taught thereby, it is respectfully submitted to be clear that Matsuda does not teach the Claim 5 required "using a feeding direction . . . of the lenticular lens substrate being printed on that is parallel to the lenticular lens longitudinal direction on the lenticular lens substrate." To the contrary, as clearly illustrated by FIG. 30 (B) considered with FIGS. 27 and 29, the substrate on which the transverse stripes 530 are printed (see FIG. 29 and FIG. 30(A)) must move in the "x" direction illustrated in FIG. 27 and not in the "y" direction that would correspond to the "direction . . . of the lenticular lens substrate . . . that is parallel to the lenticular lens longitudinal direction on the lenticular lens substrate."

As was noted in the last response, the Claim 5 requirement for the roll printing to be performed by rotating a printing roll in a forward direction while using a feeding direction of the lenticular lens substrate being printed on that is parallel to the lenticular lens longitudinal direction on the lenticular lens substrate feeding direction is different from conventional roll printing done on a flat plate in which the direction of the rotation of the printing roll and the direction of the sheet movement are opposite. As further explained in the last response, these directions are made opposite because they produce a better print compared to the print produced when using the same direction for the rotation of the printing roller and the sheet movement as ink became trapped on the upstream side of the sheet. On the other hand, the present invention as claimed uses a print side that does not have a flat form as it has "slant surfaces," or a triangle form, on the "external light-absorbing sections" as recited in Claim 5.

Accordingly, the ink is not trapped. Therefore, the direction of the rotation of the printing and the direction of the sheet movement are the same or, in other words, "roll printing is performed by rotating a printing roll in a forward direction and said roll printing using a feeding direction of the lenticular lens substrate being printed on that is parallel to the lenticular lens longitudinal direction on the lenticular lens substrate" as recited in Claim 5.

Neither Moriguchi nor Matsuda, considered alone or in any proper combination, teach or suggest all of the above-noted subject matter defined by amended Claim 5. In this regard, Moriguchi at best teaches a masking stripe 7 without describing any method for forming the masking stripe 7. See col. 7, lines 1-64 of Moriguchi . Matsuda teaches printing light absorbing strips 530 across a flat substrate before any lenticular lens formation on that substrate and that this flat substrate is moved in a feeding direction perpendicular to a lenticular lens longitudinal direction, not parallel to it as Claim 5 requires.

It is well established that a *prima facie* case of obviousness requires that all claim limitations be considered and demonstrated to be taught or suggested by the prior art, see MPEP §2143.03.

Therefore, it is respectfully requested that the rejection of Claim 5 over Moriguchi in view of Matsuda be withdrawn as failing to establish the required showing as to a *prima facie* case of obviousness.

Consequently, in view of the present amendment and foregoing discussion, it is respectfully submitted that the application is in condition for allowance. An early and favorable action is therefore requested.

Respectfully submitted,

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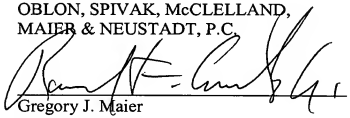

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